

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

### Listing of claims:

1 - 156 (canceled without prejudice)

157. (currently amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a risk management optimization method, comprising:

- preparing data from a plurality of enterprise transaction systems for use in processing;
- measuring a plurality of risks using at least a portion of said data;
- identifying one or more risk management activities based upon said risks;
- calculating an amount of capital available for said risk management activities using user input and at least a portion of said data; and
- determining a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within a constraint of the available capital.

158. (previously presented) The computer readable medium of claim 157, wherein measuring a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

159. (previously presented) The computer readable medium of claim 157 wherein a market value further comprises one or more categories of value selected from the group consisting of an current operation, real option, market sentiment and combinations thereof.

160. (previously presented) The computer readable medium of claim 157 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

161. (previously presented) The computer readable medium of claim 160, wherein establishing each of one or more risk management control systems further comprises identifying a risk

reduction activity and optionally establishing a method for implementing said activity in an automated fashion.

162. (previously presented) The computer readable medium of claim 160, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.

163. (previously presented) The computer readable medium of claim 157, wherein identifying and measuring a plurality of risks further comprises:

developing a computational model of organization market value by category of value, element of value and external factor by completing a series of multivariate analyses in an automated fashion using at least a portion of the data, and

quantifying a plurality of risks by a category of value using said model, where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

164. (previously presented) The computer readable medium of claim 163 wherein the method further comprises quantifying risk by element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

165. (previously presented) The computer readable medium of claim 157 that further supports an optimization of aspects of financial performance selected from the group consisting of current operation value, real option value, market sentiment value and combinations thereof.

166. (previously presented) The computer readable medium of claim 157 where determining an optimal combination of risk management activities further comprises using a method selected from the group consisting of quasi Monte Carlo, genetic algorithm, multi-criteria optimization and linear programming.

167. (previously presented) The computer readable medium of claim 157 where the method further comprises:

using one or more shadow prices from a linear programming optimization calculation to identify an optimal budget for risk management activities.

168. (previously presented) The computer readable medium of claim 157 where preparing data from a plurality of enterprise transaction systems for use in processing further comprises:

using metadata mapping to convert, integrate and store a plurality of enterprise related data from a plurality of enterprise related systems in accordance with a metadata standard where a metadata standard is selected from the group consisting of xml and metadata coalition specification and a metadata mapping table is used to support the integration, conversion and storage of data.

169. (currently amended) A risk management optimization system, comprising:

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

prepare data from a plurality of enterprise transaction systems for use in processing;

measure a plurality of risks using at least a portion of said data;

identify one or more risk management activities based upon said risks;

calculate an amount of capital available for said risk management activities using user input and at least a portion of said data; and

determine a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within one or more constraints of the available capital.

170. (previously presented) The system of claim 169, wherein measuring a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

171. (previously presented) The system of claim 169 wherein a market value further comprises one or more categories of value selected from the group consisting of an current operation, real option, market sentiment and combinations thereof.

172. (previously presented) The system of claim 169 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

173. (previously presented) The system of claim 172, wherein establishing each of one or more risk management control systems further comprises identifying a risk reduction activity and optionally establishing a method for implementing said activity in an automated fashion.

174. (previously presented) The system of claim 172, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.

175. (previously presented) The system of claim 169, wherein identifying and measuring a plurality of risks further comprises:

developing a computational model of organization market value by category of value, element of value and external factor by completing a series of multivariate analyses in an automated fashion using composite applications and at least a portion of the data, and quantifying a plurality of risks by a category of value using said model, where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

176. (previously presented) The system of claim 175 wherein a series of multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

177. (previously presented) The system of claim 169 wherein the method further comprises quantifying risk by element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

178. (previously presented) The system of claim 169 that further supports an optimization of aspects of financial performance selected from the group consisting of current operation value, real option value, market sentiment value and combinations thereof.

179. (previously presented) The system of claim 169 where determining an optimal combination of risk management activities further comprises using a method selected from the group consisting of quasi Monte Carlo, genetic algorithm, multi-criteria optimization and linear programming.

180. (previously presented) The system of claim 169 where the method further comprises:  
using one or more shadow prices from a linear programming optimization calculation to identify an optimal budget for risk management activities.

181. (previously presented) The system of claim 169 where preparing data from a plurality of enterprise transaction systems for use in processing further comprises:  
converting and storing a plurality of enterprise related data from a plurality of enterprise related systems in accordance with an xml or metadata coalition metadata standard.

182 – 200. (withdrawn).

201. (previously presented) An advanced management method, comprising:  
aggregating and preparing data from a plurality of enterprise related systems for use in processing, and  
learning from at least a portion of the data as required to quantify a tangible impact for a plurality of risks and one or more elements of value on one or more subsets of value selected from the group consisting of a category of value, a component of value and combinations thereof

where one or more elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof, and where a plurality of risks are selected from the group consisting of event risks, contingent liabilities, volatility and combinations thereof.

202. (previously presented) The method of claim 201 wherein the method further comprises: identifying one or more risk management activities based upon one or more quantified risks; calculating an amount of capital available for said risk management activities using at least a portion of said data; and determining a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within a constraint of the available capital.

203. (previously presented) The method of claim 201 wherein aggregating and preparing data from a plurality of enterprise related systems for use in processing, further comprises using metadata mapping to integrate and store data from said systems in accordance with a common schema.

204. (previously presented) The method of claim 201 wherein a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof and a component of value is selected from the group consisting of revenue, expense, capital and combinations thereof.

205. (previously presented) The method of claim 201, wherein quantifying a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

206. (previously presented) The method of claim 208 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

207. (currently amended) A management analysis method, comprising:

aggregating and preparing data from a plurality of enterprise related systems for use in processing, and

analyzing at least a portion of the data as required to quantify an enterprise value and risk by one or more subsets of value selected from the group consisting of a category of value, a component of value, an element of value and combinations thereof

~~where an element of value is selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof;~~

where an enterprise value further comprises a market value, and

where an enterprise risk further comprises a sum of a plurality of risks selected from the group consisting of event risks, contingent liabilities, volatility and combinations thereof.

208. (previously presented) The method of claim 207 wherein aggregating and preparing data from a plurality of enterprise related systems for use in processing, further comprises using metadata mapping to integrate, convert and store data from said systems in accordance with a common schema.

209. (previously presented) The method of claim 207 wherein the method further comprises:  
identifying one or more risk management activities based upon one or more quantified risks;  
calculating an amount of capital available for said risk management activities using at least a portion of said data; and  
determining a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within a constraint of the available capital.

210. (previously presented) The method of claim 207, wherein quantifying an impact for plurality of risks further comprises quantifying an impact for a plurality of risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

211. (previously presented) The method of claim 207 wherein a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof and a component of value is selected from the group consisting of revenue, expense, capital and combinations thereof.

212. (previously presented) The method of claim 214 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

213. (previously presented) The method of claim 212, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions and combinations thereof.

214. (new) The method of claim 207, wherein an element of value is selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.